

## *Appendix H - Visitor Use Data*

### YEARLY VISITATION HARRY S TRUMAN NATIONAL HISTORIC SITE

Year	Truman Home Tour	Visitor Center	Special Groups	Roving	AV Program	Farm Drive- Thru	Farm Tours	Total
1984	54,382	104,249	625	45783	42,970			248,009
1985	56,744	107,718	130	58798	47,437			270,827
1986	59,658	119,531	81	54489	49,601			283,360
1987	56,955	102,230	975	42656	49,347			252,163
1988	56,734	95,791	3,380	65586	53,743			275,234
1989	53,803	94,611	2,899	58866	53,254			263,433
1990	49,826	78,726	2,570	67659	48,578			247,359
1991	50,242	81,500	2,361	62637	48,727			245,467
1992	51,854	79,884	1,930	66031	54,572			251,271
1993	48,780	73,616	1,061	19470	46,486			189,412
1994	46,605	63,303	1,632	14617	45,580			171,737
1995	48,293	67,557	2,195	12199	49,755	4,127		184,126
1996	47,024	63,584	2,148	9056	44,883	7,235	1,154	175,084
1997	43,477	59,827	2,758	8704	42,809	7,100	941	165,616
Avg.	55,070	85,152	1,768	14897	48,196	6,154	1,048	228,936
Total	724,377	1,192,127	24,745	586551	674,742	18,462	2,095	3,223,099

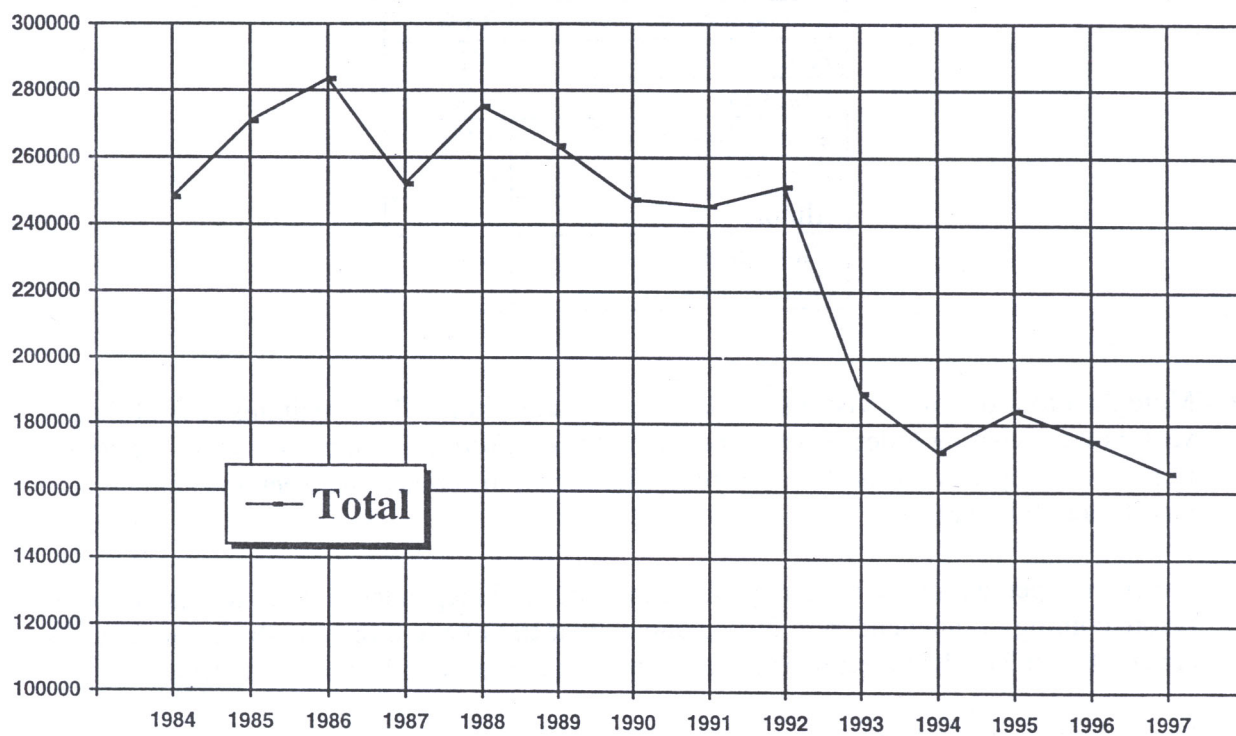
Note: The significant drop in visitation between 1992 and 1993 was due to a change in the way rangers counted roving contacts. Until 1993, all persons driving by 219 North Delaware Street were counted as "visitors" (i.e., a roving contact) whether they were sightseeing or not. From 1993 on, only persons spoken to by a ranger were counted as a roving contact.

**MONTHLY VISITATION 1994 - 1997**  
**HARRY S TRUMAN NATIONAL HISTORIC SITE**

	Jan	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<b>Truman Home Tours</b>													
1994	726	1,160	2,903	3,216	4,873	6,716	7,276	6,495	5,064	4,157	2,421	1,598	46,605
1995	930	1,414	2,688	3,789	5,291	6,936	7,360	6,821	5,419	4,805	2,260	580	48,293
1996	661	1,403	2,811	3,331	4,725	6,626	7,275	6,597	4,803	4,524	2,405	1,863	47,024
1997	1,567	1,355	2,417	2,869	4,361	6,005	7,026	6,324	4,373	4,139	1,999	1,042	43,477
Avg.	971	1,333	2,705	3,301	4,813	6,571	7,234	6,559	4,915	4,406	2,271	1,271	46,350
<b>Special Groups: Walking Tours, School Groups</b>													
1994	0	95	75	404	565	127	190	39	0	52	85	0	1,632
1995	82	143	234	305	565	236	204	83	0	181	142	20	2,195
1996	10	0	204	180	576	151	254	237	16	51	353	116	2,148
1997	503	183	204	260	706	222	151	85	25	170	152	97	2,758
Avg.	149	105	179	287	603	184	200	111	10	114	183	58	2,183
<b>Farm Tour</b>													
1996					296	275	329	254					1,154
1997					269	217	192	263					941
Avg.					283	246	261	259					1,048



## Total Visitors to Harry S Truman National Historic Site





The park has conducted no official visitor studies. In 1997, however, the city of Independence Tourism Department hired Nicholson-Reid Research Group to conduct a visitor study of several of the city's tourist sites with the purpose to "gain a better understanding of tourists who utilize the facilities in Independence (i.e., attractions and hotels)." Five hundred sixty eight interviews consisting of a series of questions were conducted at a variety of sites. These sites included Truman Library, the Mormon Center, the National Frontier Trails Center, a local Howard Johnson motel and the Truman Home Ticket and Information Center. Below are the main points from the study:

- Three out of 10 visitors (30%) considered Independence as their primary destination. Specifically, for visitors to the Visitor Center, primary destinations broke down thus:

Independence	35%
Kansas City	9%
Branson	8%
Other Missouri cities	13%
Kansas	6%
Illinois	1%
Other primary destinations	28%

- More than four out of 10 visitors (42%) were repeat visitors. The remaining 58% of the visitors were visiting Independence for the first time. Forty percent of visitors to the Visitor Center were repeat visitors. There were no significant differences between the summer visitors and fall visitors.
- Thirty-nine percent of the visitors planned their trip to Independence three weeks or fewer before coming to Independence. 30% planned their trip one to three months before the trip. An additional 31% had their trip planned longer than four months before the trip.
- Visitors relied most often on three sources when planning their trip to Independence: advice from friends and relatives (42%), personal experience (39%), and travel guides (36%).
- On average, visitors spent 10 nights away from home, of which one day was spent in Independence. Most of the trips to Independence were day trips (58%). The remaining one-third of the visitors (32%) spent one to two nights and one out of 10 visitors (10%) spent three nights or more. Visitors who are 45 years old or older and have an annual household income of \$50,000 or more were significantly more likely to take longer trips.
- Among the visitors on day trips in Independence, over half (51%) stayed overnight in Kansas City. Less than one out of 10 visitors (0.7%) were from the Kansas City metropolitan area and were visiting Independence for the day. The remaining 48% of the visitors were simply passing through. In other words, they were visiting Independence for the day on route to their destination outside the Kansas City metropolitan area. The average number of nights spent



away from home among day visitors was 8.45 nights. At the Visitor Center, the length of trip broke down as below:

Day trips	68%
1 - 2 nights	23%
3+ nights	9%

- More than four out of 10 visitors (42%) stayed overnight in Independence while 28% stayed overnight in Kansas City. It would appear visitors from the Truman Library and Truman Visitor Center were more likely to overnight in Kansas City than visitors from the other locations. For the Visitor Center specifically, the average number of nights spent in Kansas City were:

None	66%
1 - 2 nights	20%
3+ nights	15%

- Visitors traveling during the fall months tended to take more day trips. For example, day trips during the fall months increased to 13% from 7% during the summer months.
- Visitors, on average, spent five hours in Independence during their visit. Summer visitors average one hour longer in Independence than fall visitors: summer visitors averaged six hours and fall visitors averaged five hours. The average number of hours in Independence spent by visitors to the Visitor Center was four hours.
- Among those visitors who stayed overnight in Independence or Kansas City, a hotel was the type of accommodation (79%) used most often. Only 1% of Independence overnight visitors stayed in a bed & breakfast. There were no significant differences between summer and fall visitors. However, visitors to the Visitor Center were more likely to stay with friends and relatives than are the visitors to other locations. See below for a complete breakdown:

Hotel	63%
Friends/Relatives	23%
RV/Camping	13%
Bed & Breakfast	2%



- Over three-fourths of the visitors (77%) drove their personal car to Independence. Breakdown for visitors to the Visitor Center is below:

Personal Car	80%
Rental Car	13%
RV	6%
Tour bus	1%

- Pleasure trips dominated the travel plans for 59% of the visitors. The primary reasons for visiting Independence was to visit the Truman Library and Harry S Truman National Historic Site (44%).
- The top two popular activities among visitors were visiting the Truman home (55%) and the Truman Library (55%). These two sites made the most common combination of activities. On the average, visitors engaged in three activities during their trip to Independence. See below for a comparison in popularity between the Truman home and other area attractions:

Harry S Truman National Historic Site	55%
Truman Library and Museum	55%
Mormon Visitor Center	29%
National Frontier Trails Center	24%
Independence Square	23%
Country Club Plaza	21%
RLDS Temple	18%
Casinos	13%
Royals/Chiefs	9%
Steamboat Arabia	8%
Independence Center	7%
1859 Jail and Marshall's Home	7%
Vaile Mansion	5%
Bingham Waggoner Estate	4%
Other	7%
None of the above	2%

- Three out of 10 visitors found their trips to Independence better than they expected. The reasons given were: the friendly/relaxing atmosphere (23%), the overall appearance of Independence (21%), the educational aspect of the attractions (21%), and the wide variety of attractions/activities (18%). Other reasons given with less frequency included the following: the historic sites were better than expected (14%), the scenic buildings (11%), the ease of finding Independence (9%), and a clean city (7%). Visitors to the Visitor Center specifically expressed the following in terms of their expectations of Independence:



Experience better than expected	21%
Experience the same as expected	76%
Experience worse than expected	3%

- On average, a travel party spent \$185 (mean) during their trip in Independence. Overnight visitors spent the most money (\$322) while visitors on day trips spent substantially less money (\$47). Visitors to the Visitor Center spent the following:

Mean	\$86.00
Median	\$61.00

- The vast majority of visitors (70%) used the directional signs during their visit to Independence. Over two-thirds (67%) of the visitors found the signs very helpful (50%) or somewhat helpful (17%). This attribute and others (for Independence in general, not the Visitor Center specifically) are outlined below:

Attributes/Ratings	<i>Excellent</i>	<i>Very Good</i>	<i>Good</i>	<i>Fair/Poor</i>
<i>Service - Attractions</i>	41%	45%	13%	1%
<i>Ease of finding Independence</i>	33%	49%	15%	3%
<i>Service - Stores</i>	29%	47%	20%	4%
<i>Signage</i>	23%	49%	18%	9%

- Less than one in five visitors (16%) originated from Missouri.
- Over half of the visitors (55%) have a four-year college degree or a postgraduate degree.
- Visitors' average age was 45 years old.
- Visitors had an average of 3.24 persons in their travel party. Nearly three out of 10 (29%) had children under 16 years old.
- Visitors' average annual household income was \$52,101.